INTRODUCTION

I’m going to share my entire house call practice blueprint to show you how action plan you need to create success.

The strategies in this blueprint are going to map out how you can build a practice around the people you love to work with and how to effectively market house calls so you stand out instantly.

And here’s the crazy thing, I’m even going to show you how marketing less will actually be the secret to getting more house call appointments booked, pretty significantly.

Plus, you’re going to discover the key differences of managing a house calls practice vs. a traditional practice, so you can eliminate a ton of busywork, build a successful practice AND have a life.

This blueprint is divided into 5 sections, and what I’m going to do is map out the key strategies you absolutely need to have in each section.

My goal is to take years of my experiences in both building a successful six-figure house call practice, working only part-time, and teaching hundreds of other health and wellness professionals how to do same...

And distilling it down into the key strategies that are going to make all of the difference in your success.

This is about giving you a clear step-by-step path to leverage your value into a high-profitable and streamlined practice, all on house calls.
The first section of the House Call Practice Blueprint is your Foundation Strategy.

This is about you getting clear on who you’re going to serve. Think of this like building the foundation of your house.

It is mission critical that you get this. Your foundation strategy is formed around how well you know your ideal patients or clients, so think about the people that you love to work with, so you can focus your efforts on filling your house call practice with them.

**WHO**

What are the health challenges/problems they face?  
What keeps them up at night?

**WHAT**

What do they want or desire?  
What results/solutions are they seeking?

**VALUE**

How can you help them get the results they’re after easier or faster?  
How can house calls help them get the results they’re after easier or faster?  
What can the convenience of bringing your care right to their door do for them?

*Think about their lives and schedules. Remember, the people in your community want the simplest and easiest solution.*
The better you know your market, the more appealing house calls will be...

The more effective your marketing will become, AND the quicker you’ll be able to fill up your appointment books with house calls.

Your marketing strategy is about how you will attract people to you and to house calls, both in how you’ll communicate your value and what activities you’ll be doing.

**MESSAGE**

Develop your message around your value to your ideal house call patients/clients. (i.e. what’s unique about you).

Develop your message around the value that house calls provide to your ideal house call patients/clients.

*Focus on developing 3-5 statements in each of these areas that you can use in your marketing activities.*

Determine what marketing activities you will use to build your house call practice.

**IN-PERSON ACTIVITIES**

- Health fairs
- Referral Meetings
- Networking Events
- Presentations
2. MARKETING STRATEGY (CONTINUED)

ONLINE ACTIVITIES

Website
Social Media Content
Social Media Ads
Opt-Ins (List Builders)
Email Marketing Campaigns

If you focus on the people you want to work with, then you can focus your marketing strategies 100% on how to get in front of them and only in front of them, so you can fill your house call practice with the best people for you.
Marketing is about getting in front of people in your community. Sales is about getting them to convert into house call appointments.

And this is the one step that most practice owners miss because they put all of their efforts into getting in front of new patients or clients.

You don’t want to miss this step, otherwise you’ll be dealing with a revolving door of always trying to get new appointments.

So what this means is **having an on-going strategy to follow-up** with people who are interested in you, but aren’t quite ready to schedule...yet.

Boost your conversion and get more appointments with:

**LEAD MAGNETS** To build your email list.

**OPT-INS** To provide free value to people in your community and to show your expertise.

*Examples include free videos, reports or an e-book.*

**EMAIL MARKETING** To follow-up with people from an in-person or online marketing activity. This allows you to reach out to the people who don’t schedule with you right away.

**CONSULTATIONS** To provide a free phone appointment, so people can talk with you 1-1 before scheduling.
This is everything you do to keep your house call practice running.

Practice management is where the freedom happens with house calls, because you’ll be able to build a base of loyal advocates that stick with you for years.

**ONBOARDING**

What can you do to create an amazing first impression?

- Before the initial appointment.
- During the initial appointment.

What do they need to do to prep beforehand?

**EXPERIENCE**

What’s the type of house call experience you want to offer?

What policies do you want to have in place?

Define the expectations you will have during House call appointments.

How do you want to communicate your expectations and policies?
FLOW

What's your house call appointment flow during each of the following:

- Initial appointment
- Follow-up appointments
- Re-evaluations
- Wellness checkups

WOW FACTOR

What will you do to “wow” your house calls patients/clients during each of the following:

- Initial appointment
- Follow-up appointments
- Re-evaluations
- Wellness checkups

HIGH TOUCH

What will you do to create a “high-touch” system so you are communicating in-between house call appointments?

- Patient/Client Education
- Email Communication
- Referral Campaigns
- Promotions/Incentives
This is how you are going to build a house call practice that literally runs itself, so as you grow, your practice won’t increase the stress, effort, or dependency on you.

Now, one of the things I want you to focus on is **how you can automate as many tasks as possible**, so you never have to deal with practice busywork...ever!

**These are the tasks that you absolutely need to automate with a house call practice:**

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCHEDULING</td>
<td>To get appointments booked automatically.</td>
</tr>
<tr>
<td>BILLING</td>
<td>To process payments automatically and not have to deal with taking payment during a house call.</td>
</tr>
<tr>
<td>PAPERWORK</td>
<td>To provide intake forms electronically and have a fully paperless documentation system, so you’re not dragging around paper charts.</td>
</tr>
<tr>
<td>BOOKKEEPING</td>
<td>To automatically track expenses, invoices, and payments through an online accounting system, so you don’t have to manually enter them.</td>
</tr>
<tr>
<td>COMMUNICATION</td>
<td>To create automated welcome emails, appointment reminders, and follow-ups so you don’t have to spend hours on email.</td>
</tr>
<tr>
<td>MARKETING</td>
<td>To market house calls online and automatically, so you can generate new appointments 24/7.</td>
</tr>
</tbody>
</table>
Let’s address common roadblocks you’re might face when you’re starting a house call practice.

DRIVING ALL OF THE TIME

Here’s a good news, a lower volume practice allows you to be more focused on where you’re providing your services.

And lower volume means minimal commute time, because you can laser in on what specific areas your ideal house call patients or clients are in and put your efforts into those areas exclusively.

So if that question has been driving you bonkers, problem solved!

With the right location strategy in place, you can commute less and treat more, so your days are focused on doing the work you love.

PEOPLE WON’T PAY MORE FOR HOUSE CALLS

Because most of your peers are running a typical, in-office practice, house calls present a massive opportunity for you.

Why? Because you will instantly stand out by offering something that no one else in your area is.

And remember, what the people in your community are looking for is value, simplicity and convenience.

Remember the sites we talked about earlier (in Video 1) and other industries that are going mobile with their services?

Those are perfect examples where they are solving the problem that people don’t have enough time in the day to add something else to their schedules. They’re just making it easy and convenient.
So if you’re struggling with this question, but you know you don’t want to deal with the red tape of insurance, the convenience of house calls is the golden ticket to having a successful cash practice.

And if you do accept insurance, you still reap the benefits of the value meter we talked about in Video 2: The Profit Path Strategy, because you can charge more for your services and get reimbursed for it.

**WILL I HAVE TO BE AVAILABLE ALL OF THE TIME?**

This holds people back from launching their house call practice, because they think that because they’re offering house calls, they have to see people in the evenings or weekends when they’re at home.

**Here’s an important distinction…**

Because you’re traveling to the people in your community, then they can instantly be more flexible to work with your hours.

You also need to treat your house call practice like you would an actual office and commit to setting standard hours.

*When I decided to do this, I thought I was totally nuts, because I was literally cutting my hours in half, but I knew I had to make that change, otherwise I’d be going down the rabbit hole of burnout all over again.*

*So I did it, and that was the beginning of creating a part-time schedule, that my patients happily scheduled into, and building a six-figure house call practice, all in working just a few hours a day.*
This blueprint literally maps out a step-by-step strategy on how to launch your house call practice, and set it up easier, faster, and without a whole lot of trial-and-error.

Regardless of whether you have an established practice and want to incorporate house calls...

Or perhaps you’re looking to leave a job or just starting your career, and you want launch your own practice with house calls...

So you can have a profitable, streamlined, and low stress practice, use this blueprint as your guide.

*This is based on over 8 years of experience in both building my own six-figure house call practice...*

*And working with hundreds of other health and wellness professionals to help them launch their own thriving practices, all on house calls.*

So that’s why there’s a lot in this blueprint.

*A house call practice is a completely different animal than then conventional model.*

And because of that, it means shifting your mindset on what’s possible and the strategies you use, so you can create a simple, successful and rewarding practice in bringing your care to the people you serve.
And this blueprint is what’s going to help you break away from staying stuck in the old way of running a practice.

In the house call model, you’re going to have the leverage to stand out and provide more value and convenience to the people in your community...

And you’re going to able to create the freedom that you deserve to work less, make more, and have a life at the same time.